Sixty-eighth Annual

MIDSUMMER FOLK FESTIVAL AND BALL

GIVEN UNDER AUSPICES OF

Swedish American Patriotic League

SATURDAY, JUNE 23, 1962

SCOTTISH RITE AUDITORIUM

SAN FRANCISCO

ELABORATE PROGRAM

6:30 P. M.

Midsummer Greetings
from
MRS. RENO F. ANDERSON
CHARLES A. ANDERSON

The Golden Gate District Lodges,

through the medium of this program book, wish to extend their best wishes to the Swedish-American Patriotic League, on this Midsummer Day Celebration.

The Golden Gate District Lodge, consisting of the eighteen Local Lodges in San Francisco, Oakland, San Leandro, Berkeley, Richmond, Petaluma, Eureka, Paradise, San Jose, San Mateo, Palo Alto, Concord, Stockton, Modesto, Kingsburg, Sacramento, and Turlock, extends to you a cordial invitation to become a member of the Vasa Order of America.

Contact any member of these Lodges and they will gladly furnish you information of the benefits you may derive from this membership.

Per Persson
District Master

Juanita Bystrom
District Secretary

Compliments of

General Steamship Corp., Ltd.

R. V. WINQUIST, President

Worldwide Services

San Francisco — Los Angeles
Portland — Seattle
Vancouver, B.C.

TILL SVERIGE

Via Panamakanalen och Antverpen, Rotterdam, Liverpool, London och Hamburg med

★ JOHNSON LINE ★

Nya snabba passagerar- och lastfartyg avgå från San Francisco:

M/S SEATTLE
M/S GOLDEN GATE
M/S LOS ANGELES
M/S LIONS GATE
M/S SILVER GATE
M/S PORTLAND
M/S CALIFORNIA
M/S CANADA
M/S BUENOS AIRES
M/S MONTEVIDEO
M/S BRASILIA

GRACE LINE INC.
General Agents North America
2 Pine Street, San Francisco 11 — Tel.: SUtter 1-3800

INGRID NELSON
Midsummer Queen

MIDSUMMER 1962

BRIGID LARSON
"Columbia"

SANDRA FLANAGAN
"Svea"

Midsummer Greetings

from

Mr. & Mrs. Carl W. Svenson

GUS I. NELSON

Watchmaker & Jeweler

Maker of the Queen's Jewel

1771 - 8th Avenue

Phone: MOntrose 4-7111

PAN AMERICAN

NONSTOP JETS TO OSLO

3 Times Weekly on Pan Am from New York

There's a Pan Am Jet flight for you! Fly nonstop from New York to Oslo on the only U.S. airline serving Scandinavia. Just 7 hours and 10 minutes from New York. Pan Am Jets also serve Copenhagen, Stockholm and Helsinki. Or travel on Pan Am Jet Clippers daily nonstop from San Francisco to London with direct connection on BEA to all of Scandinavia.

Pan Am services 21 European cities direct from New York. Nonstop flights to eight of them. It's easy to go just where you want . . . fly home from where it's most convenient.

And, of course, you'll enjoy Pan Am's Priceless Extra of Experience on every Jet Clipper flight. You'll see this priceless extra reflected in everything Pan Am does for you, from quick courteous reservation service to graciously served cuisine by Maxim's of Paris. You'll appreciate all the many ways Pan Am people . . . here, in the air, and at your destination . . . make you a relaxed, carefree traveler. A Pan Am traveler.

Call your travel agent or

EXbrook 7-5200

Program

★

Chairman of the Day
and Master of Ceremonies
Mr. Raymond Lundgren
President S. A. P. L. San Francisco

Vice Chairman of the Day
Mr. Stanley Kilstrom
President S. A. P. L. Oakland

Marshal of Parade
Mr. Stanley Dahlberg
Second Vice-President, S.F.

Maids of Honor

Birgitta Anger, Karen Anderson, Linda Anderson, Martha Anderson, Linda Bergstrom, Gail Beuster, Carolyn Bleher, Lynn Caughlin, Sherry Ann Dawe, Karin Eikeland, Janice Gallagher, Clydene Granfors, DeAnn Holm, Karen Lawrence, Erica Lee McDonald, Helen Nelson, Karin Olsson, Charlotte Peterson, Margaret Elise Peterson, Ann Poier, Jacqueline J. Rodgers, Sandra Saxon, Toni Ann Tigert, Susan Walker.

Escorts

Jan Anger, Mike Bigelow, Bob Sanchez, Ronald Ciolino, Michael Savin, Marion C. May, Ron Oznowicz, William Thomas, Robert Holman, Bill York, Ronald O'Connell, Roger Johnson, Jim Flathmann, Tim Fahey, John Nelson, Jim Shell, Ronald J. Splendorio, Ray Wilson, Mike Bell, Fred Bianucci, Warren Harris.

CROWN BEARER

Kurt Talbot

FLOWER GIRLS

Carol Lundgren, Tina Montgomery
and Linda Isackson

Read . . .

"VESTKUSTEN"

for radio reports from Sweden and for important American news.

Only $4.00 per year. Subscribe Now!

HUGO OLSSON, Publisher

253 Church St. San Francisco

Program

★

Welcome
Raymond Lundgren, President

"Lyft din röst"
"Sångarlösen"
SVEA GLEE CLUB and
SWEDISH SINGING SOCIETY
Theodore Gorbacheff, Director

The Mayor's Proclamation
Mrs. Elsie Winquist,
Program Chairman

PROCESSION:

"Kungl. Södermanlands Regimentes Marsch"

Marshal, Fylgia Flag Bearers, Officers, Tegnér Children's Club, Costume group, Swedish Singing Society, Svea Glee Club, Escorts, Maids of Honor, Columbia, Svea, Flower Girls, Crown Bearer and Midsummer Queen.

Flag Salute to the Queen
FYLGIA FLAG BEARERS

Midsummer Greetings

from

LISA'S

Scandinavian Gift Shop

508 Castro Street

SAN FRANCISCO 14 HEmlock 1-2007

ODIN LODGE NO. 393
I. O. O. F.

Swedish-American Hall
2174 Market Street
San Francisco

Meets 1st and 3rd Wednesday in every month

NEW MEMBERS WELCOME

Noble Grand: **Louis W. Rushing**
Rec. Sec.: **J. Gunnar Skold**

MIDSUMMER GREETINGS

IMPORTS FROM SWEDEN

High quality stainless steel holloware and flatware. Articles in sterling silver and silverplated on nickel silver. Decorative pieces in engraved crystal. Crystal stemware.

Candy from Finland and Sweden.

Household cutlery from Eskilstuna.

Available in many downtown San Francisco retail stores. Also at our office and warehouse in Oakland.

VIKING TRADING CO.

5555 CLAREMONT AVENUE
Oakland 18 OLympic 3-2409

Rudy

Plankstrykare De Luxe

ESTABLISHED 1929

●

2268 - 15th STREET

Residence: HEmlock 1-6174

---

36 YEARS

of Insurance and real estate experience is as available to you as your phone. Why not make use of it. Our trained staff is here to serve you and render personalized service to fit your needs.

Frank O.
RENSTROM
Insurance REAL ESTATE Loans
LICENSED BROKER
Notary Public

2185 MARKET STREET HE 1-0300

Compliments

of

FIRST OVER THE POLE
SAS
SCANDINAVIAN AIRLINES SYSTEM

EXbrook 7-2900

412 Post Street San Francisco

Program

★

Raising of the Flag on the Maypole
JOHN O. PETERSON

"Star Spangled Banner".....In Unison
"Du gamla, du fria"

Crowning of the Midsummer Queen and presentation of Queen's Ring
RAYMOND LUNDGREN

"Sångarhyllning".....Male Chorus

Presentation of Columbia
STANLEY KILSTROM

Presentation of Svea
KENNETH CARLSON

"I sommarens soliga dagar"
"Dansen går på Svinnsta skär"
"In the Good Old Summertime"
MIDSUMMER CHILDREN
Under the direction of Anna Svenson
Yvonne Swanson, Accompanist

Greeting from Sweden
HON. PER ANGER
Consul General of Sweden

SWEDISH BAKERY IN BERKELEY

SWEDISH MAID
ORANGE RYE BREAD

Service with a smile

2510 - 12 San Pablo Ave. TH. 5-6040

See the Wasa Exhibit downstairs

Program

★

Presentation of
Honorary Memberships to
Consul General and Mrs. Per Anger

"Midsommarblomster" .. Söderlundh
"Lyckan" ..... Kock
"Sommarvisa" ..... Okänd

BIRGIT ÅKERLUND LITTORIN
Folk Singer from Sweden
Evelyn Ramberg Olsson at the piano

Swedish Maypole Dance
TEGNÉR CHILDEN'S CLUB
Astrid Feist and Sharon Plunkett,
Directors

Presentation of the Queen's Court
FRED NICHELINI

"High Noon"
SVEADAL CLUB

FINALE:

"In the Good Old Summer Time"

You are invited to meet the Queen and her Court in the Red Room adjoining the Ballroom immediately after the program.

Refreshments served in the lower halls.

Midsummer Greetings from

TEGNÉR LODGE No. 149 V.O.A.

Meets first and third Wednesdays 8 P.M.

Jenny Lind Hall

2267 Telegraph Ave., Oakland

SIGRID KILSTROM, Chairman

MARIE Carlson, Secretary

Compliments of

FYLGIA LODGE No. 119

Vasa Order of America

For protection in sickness or distress, for sociability and companionship join the FYLGIA LODGE.

Meets 2nd and 4th Tuesday at the Swedish American Hall, 2174 Market Street, San Francisco.

The Flagbearers here this evening are members of Fylgia Drill Team, organized 48 years ago.

S. Wm. Sjodahl, President — John O. Peterson, Secretary

Gustaf VI Adolf
80th Birthday Fund
For Swedish Culture

Your greeting means more than you think — Sign your name to the KING'S LIST of birthday contributions.

Your gift will help scientists, writers, artists and young people in deserving fields of Swedish culture.

Lists to be bound and presented to the King may be signed at the Royal Consulate General of Sweden or at the Swedish American Patriotic League, 2174 Market Street, San Francisco. Contributions received by mail will be listed in your behalf.

SWEDISH LADIES SOCIETY
JENNY LIND OF OAKLAND

A Social and Sick Benefit Organization

Meetings first Tuesday every month at
Jenny Lind Hall

President, Dagmar Munson
Secretary, Ruby Nichelini

Midsummer Greetings

THE SWEDISH SOCIETY OF OAKLAND

meets 2nd and 4th Tuesdays in Jenny Lind Hall
2267 Telegraph Avenue, Oakland

ROBERT HERMANSON, President
AN 1-8854

GUS NELSON, Secretary
EL 1-6919

For membership information contact above officers.

Now is the time to join the East Bay's oldest and most progressive Society. Financially sound.

THE SWEDISH SINGING SOCIETY OF SAN FRANCISCO

Swedish American Hall,
2174 Market Street, San Francisco
Meets alternate Tuesdays in
San Francisco and Oakland
New members welcome
Carl W. Svenson, President
Gustav Andree, Secretary

SWEDISH LADIES SOCIETY OF SAN FRANCISCO

2174 Market St.
Invites Women of Swedish Birth or Extraction into Membership.
LIBERAL SICK BENEFIT
Meetings 2nd Thursday in the afternoon
4th Thursday at night
Hedvig Pearson, President

THE SWEDISH SOCIETY

OF SAN FRANCISCO

Meets in its own Hall Building
2174 MARKET STREET
every 2nd and 4th Thursday
The Oldest Swedish Sick Benefit Society on the Coast **Founded in 1875**
Free Club Room and Library
Initiation Fee $5.00
Social Membership now available
Halls and Banquet Rooms to rent
See superintendent on premises
HEmlock 1 - 9210

Theresa's Flower Studio

2036 TARAVAL AT 31st AVENUE
SAN FRANCISCO

LOmbard 4-7356

Flowers — Gifts — Accessories

Wishing You a Happy Midsummer

NOOMI HAGGE, M. D.

2000 VAN NESS AVENUE
San Francisco

Wishing you a

Colorful

MIDSUMMER

Roy Anderson Paint Co.
245 Vallejo Street
San Francisco

Oscar H. Carlson
President

Frank Johanson
Vice President

LEIF ERIKSON LEAGUE OF SAN FRANCISCO

is planning two festivities this Fall

Saturday evening, Oct. 6, 1962

Sunday, Oct. 7, 2:00 P.M., 1962

Golden Gate Band Concourse

Marilyn Anderson
Secretary
170 Westdale Ave.
Daly City

Wishing you a
Happy Midsummer

Stanley E. Gustavson

RUSS BUILDING
SAN FRANCISCO

Anton Carlson & Son

Painting and Decorating

Phone VAlencia 4 - 8088

3619 Twenty-fifth Street, San Francisco

MIDSUMMER GREETINGS

Tor Lodge No. 537, V.O.A.

San Francisco

Meets 1st and 3rd Friday at
Swedish-American Hall, 2174 Market St.

ALLEN PEARSON, Chairman
IVAR HOLMGREN, Secretary

Midsummer Greetings

Utile Dulci Club

J. H. WILEY

The Furniture Man

2080–98 MARKET STREET
At 14th and Church Streets

Phone UNderhill 1 - 5102

FRANK JOHNSON, Manager

FACIT

SYMBOLIZES
HIGH QUALITY

TYPEWRITERS
ADDING MACHINES
CALCULATORS

OX 7-7722

895 Stanton Rd., — Burlingame

Dr. John E. Paulson

PHYSICIAN and SURGEON

(Läkare för Svenska Damsällskapet,
Stjärnan av Finland, Runebergorden)

Timmar: 2—6 em. mond., tisd., torsd., Fred.
och enligt överenskommelse

3402—26th Street, hörnet av Mission
VAlencia 4-1235; Emergency WEst 1-1400
Residence JUniper 7-2828

WHEN YOU TRAVEL

to

SWEDEN, EUROPE, HAWAII, MEXICO,
anywhere by Air, Ship, Bus, Train

call W. WILLY RUTZY, Mgr.

See Banfe Travel Agency

450 Sutter St., San Francisco — YU 2-8565

(Member of Swedish Chamber of Commerce)

Britta Sanders
welcome you to . . .

SigBritt's Restaurant

245 CHURCH STREET (near Market)
Phone: UNderhill 3-9953

Open daily 6:45 a.m. to 8:30 p.m.
Closed Saturdays, Sundays and Holidays
"Eftermiddagskaffe"
Breakfast — Lunch — Dinner — Snacks

★

PRIVATE ROOM FOR PARTIES

STROM & SMITH INC.

ELECTRICAL CONTRACTORS

LIGHTING FIXTURES
Westinghouse Appliances

★

1077 VALENCIA STREET Mission 7-8750
SAN FRANCISCO

AXEL V. JOHNSON

REAL ESTATE AND INSURANCE

San Mateo Investment Co.
25th Avenue and El Camino Real
San Mateo
Phone: FIreside 5-1628

CAFE DU NORD

DET SVENSKA KAFEET
I SVENSKA HALLBYGGNADEN
2170 Market Street, San Francisco

serverar bästa slags öl, viner, vid bar eller småbord. Kronbrännvin, Akvavit, Svensk Pressylta. Sillfrukost serveras söndagar 10 f.m. till 2 e.m. Tel. MArket 1-9319

VÄLKOMNA
STRÖM & NICHOLSON, Ägare

SVEA GLEE CLUB
OF OAKLAND
JENNY LIND HALL
2267 Telegraph Ave., Oakland
Meets alternate Tuesdays in
Oakland and San Francisco
NEW MEMBERS WELCOME
Walter Mattson, President
Philip Malkerson, Secretary

Swedish Ladies Relief Society of Alameda County

Meetings held on second Tuesday every month at Jenny Lind Hall with Luncheon and cards.

President, MRS. BEN ANDERSON
Secretary, RUTH BERGLUND

Midsummer Greetings from

THE SWEDISH SOCIETY
OF OAKLAND

Meets 2nd and 4th Tuesday at
Jenny Lind Hall, 2267 Telegraph Ave.
ROBERT HERMANSON, President
GUS NELSON, Secretary

SWEDISH RELIEF SOCIETY

meets the first Monday of each month at Swedish American Hall, 12:30 p.m. 2174 Market Street, San Francisco. Refreshments and Cards after every meeting. **Dues $3.00 per year.**

Mrs. Annie Dahlberg, President

SKANDINAVISKA DELIKATESSER
i Parti och Minut

SCANDIA FINER FOODS CO

714 Harrison Street, San Francisco 7, Calif.
Telephone EXbrook 2-7745

LINDE'S MARKET

2200—15th Street, Hörnet av Noe St.
Den populära svenska köttaffären
i San Francisco
Importerade svenska Konserver på lager
UNderhill 1-5912

IT'S THE GOOD OLD SUMMERTIME

in

SVEADAL

just now!

Your own Recreation Park
in Uvas Canyon,
Santa Clara County

You will enjoy to spend
your weekends or vacation
in these beautiful
surroundings

SWIMMING — TENNIS
CABINS — MEALS
PLAYGROUND

Compliments of

PERSON & WIK Inc.

MASONRY AND GRANITE CONTRATORS

1025 INDUSTRIAL WAY **BURLINGAME**

Phone: DIamond 2-5256

Midsummer Greetings

from

PETERSON & ERIKSON

General Contractors

JUno 9-6400

LeROY H. PETERSON **ERIK G. ERIKSON**

COMMITTEES

GENERAL CHAIRMAN
Raymond Lundgren

CO-CHAIRMAN
Stanley Kilstrom

BOOTH COMMITTEE
Frank Johanson, Chairman
Karin W. Person
John Olmheim
Lisa Godoen
George Norgard
Joe Anderson

USHERS COMMITTEE
Herbert Strom, Chairman
Margit Bleher
Ramona Talbot
Lotus Peterson
Dagmar Munson
Mildred Miller
Edna Schenke

FLOOR & CHECK COMMITTEE
Carl Sjoberg
Gus I. Nelson
Gus Mortenson

SPECIAL EVENTS COMMITTEE
Allen Pearson, Chairman
Anders Kilstrom, Co-Chairman
Ellen Fagerlind
Pattie Frykberg
Walter Nyland
Sven Peterson
Cliff Walker
Marshall Swanson
Elsie Lisle

FINANCE COMMITTEE
Magnhild Kamp
Frances Ericson
Co-Chairladies
John O. Peterson

PUBLICITY COMMITTEE
Gloria Swanson, Chairlady
Karin W. Person
Hugo Olsson

DECORATION COMMITTEE
John O. Peterson, Chairman
Alma Larson
Anna Ritchey
Wm. Norin
Anna Nordendahl
Jack Nordendahl
Nels Edeen
Albert Peterson
Albert Carlson
Cliff Bloom
Erik Erikson
Emelia Mortenson
Einar Johnson
Arthur Johnson
Gerda Johnson
Margot Ohlson
Vera Fleckner
Ella Rignell

SET-UP & RESTORE COMMITTEE
Everyone of Decoration & Refreshment Committees

ESCORTS COMMITTEE
Arthur Winquist
Arvid Soderman

MOTION PICTURES
Bob Nichelini
Erik Erikson

RECEPTION COMMITTEE
Kenneth Carlson, Chairman
Kay Lundgren
Rita Jo Kilstrom
Viola Carlson
Sigurd Seaholm
Ivar Menton
Axel Isackson
Anna Hawthorne
All Past Presidents

TICKET & DOOR COMMITTEE
Stanley Dahlberg, Chairman
Fred Nichelini, Co-Chairman
George Savage, Co-Chairman
Robert Nelson
Sven Swanson
Bert Ericson
Otto Nordgren
Sven Peterson
Charles Lindblad
Albert Carlson
Noreen Dahlberg
Ruby Nichelini
John Mickelson
Andy Kilstrom
Eleanor Leander
Wm. Sjodahl
Erik Holgerson
Axel A. Johnson
Oscar H. Carlson
Clyde Forsman
Robert Hermanson
Ernest Gustafson
Alf Carstens

REFRESHMENT COMMITTEE
Sigrid Kilstrom, Chairlady
Hedvig Pearson, Co-Chairlady
Agnes Johanson
Anna Ritchey
Ida Lax
Anna Nordendahl
Hanna Holm
Betty Nordgren
Ebba Carlson
Ida Bergstrom
Esther Dawes
Hilma Peterson
Alma Larson
Elsa Salmon
Esther Savage
Agnes Bawden
Margaret Peterson
Anna Parshall
Hal Bergstrom
Joe Burlund

TABLE DECORATONS COMMITTEE
Solveig Sjodahl
Anna Peterson

TAVERN COMMITTEE
Fred Isackson, Chairman
Fritz Swanson

QUEEN & COURT COMMITTEE
Gladys Peterson, Chairlady
Martha Kuhnle
Mrs. G. I. Nelson
Diana Isackson

PROGRAM ARRANGEMENT COMMITTEE
Elsie Winquist, Chairlady
Carl Svenson
Hugo Olsson
Anna O. Svenson
Gladys Peterson
Stanley Dahlberg
Arthur Winquist

STAGE MANAGERS (P.A. System)
Hugo Olsson, Chairman
John E. Peterson
Ivar Holmgren